

THE TRANSPORTATION LINK



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Business Utilization

The U.S. Department of Transportation (DOT) has a strong commitment to support the participation of small businesses, including women-owned businesses, in DOT procurement activities. In recognition that March is Women's History Month, the lead article of this edition of *The Transportation Link* focuses on government-wide goals for participation by small business concerns owned and controlled by women, and the DOT programs and initiatives that support these goals.

The DOT VOLPE Center has recently released their annual solicitation for the Small Business Innovation Research (SBIR) Program. Proposals offering innovative ideas and/or innovative solutions for the transportation issues outlined in this solicitation are due May 1, 2002.

The SBA has recently raised the standards for small business eligibility. Many small businesses that had lost their small business status will now regain it. Be sure to check if this pertains to you.

Recently we featured an article on Performance-Based Contracting. As a follow-up in this newsletter, we are highlighting a new web-enabled interagency guide on the subject. While this Performance-Based Services guide is geared towards contracting officers, I think that we can all learn a lot from it.

Women-Owned Businesses – Working with the U.S. Department of Transportation

One of the most rapidly growing segments of the small business arena in the United States is women-owned small businesses. Not only are women opening businesses between two and three times faster than the general business community – they are demonstrating the ability to remain in business longer. Of particular note are the numbers of new minority women-owned businesses (Hispanic, African American, Asian or Pacific Islander, and Native American or Alaska Native) that are estimated to have grown over 31% since 1997. It is also important to note that women are expanding their business development focus to include areas such as construction, transportation, and wholesale trade industries. The implementation of policies by, and actions of, the federal government related to development of women-owned businesses continues to support this successful growth.



Presidential Executive Order 13157 "Increasing Opportunities for Women-Owned Small Businesses" as implemented by Office of Management and Budget memorandum M-01-03 of November 15, 2000, stated that "each federal agency is required to designate a Senior Acquisition Official who will work with the Small Business Administration (SBA) to identify and promote contracting opportunities for women-owned small business (WOSB) firms." The Executive Order recommended the development of agency-wide long term WOSB strategic plans and the review and development of acquisitions that enhance opportunities for WOSB firms. To that end, SBA increased the government-wide federal procurement goals for women-owned small businesses from 1.7% to 5%.

The Department of Transportation (DOT) supports the SBA in this effort to promote contract opportunities for all small businesses, including women-owned small businesses, through its Office of Small and Disadvantaged Business Utilization (OSDBU). Over 40% of the DOT FY2002 total prime contract dollars have been targeted for the various types of small businesses, including the 5% goal set by SBA for women-owned firms. With a mutual interest in increasing the participation of WOSBs in federal procurement, and in support of the Federal Acquisition Streamlining Act of 1994 (P.L.103355 IFASA), a Memorandum of Understanding (MOU) was established between DOT and SBA. This MOU includes mutual support of efforts to increase the opportunities for WOSBs through

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OSDBU

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wants to hear from you! Call us toll-free at 1 800 532-1169 with questions or comments about this newsletter or our web site. The Transportation Link's content may be reprinted without permission.

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sharing of respective database information (i.e. ProNet), establishing a Women's Business Advocate Working Group to support and advise the DOT Operating Administration (OA) liaisons to the women-owned business community, and the development of an awards program to recognize the buying activity within DOT that demonstrates the most success in promoting and awarding WOSB procurements.

OSDBU has organized its efforts into lines of business in order to effectively support the DOT OSDBU mission of "promoting customer satisfaction through successful partnerships that result in an inclusive and effective small business procurement process." These lines of business include: Advocacy, Outreach, and Financial Services.

ADVOCACY

Under the advocacy role, the OSDBU is committed to ensuring women-owned businesses (as well as all small businesses) have an equal opportunity to participate in the DOT's procurement programs and that a fair share of the resulting contract awards occur at federal, state, and local levels. A number of programs and initiatives have been implemented to monitor and review the established procurement goals for small businesses.

OUTREACH

As part of the outreach effort, DOT OSDBU established and operates a National Information Clearinghouse (NIC) that serves as a central point of contact for the dissemination of procurement information, data, regulations, and other information of interest to women-owned businesses. The NIC also provides assistance in responding to inquiries from small businesses on a variety of subjects including how to obtain certifications, marketing for DOT



contracting opportunities, information on DOT OSDBU programs, etc. The NIC will also direct an inquiry to the appropriate small business specialist within DOT for information.

Along with the NIC, OSDBU has instituted the Transportation Equity Act Model (TEAM) program in support of outreach. The primary objectives of the TEAMs are to increase the number of small and disadvantaged businesses 1) entering in to transportation related contracts, 2) receiving surety bonds and working capital through DOT's financial assistance programs, 3) participating in hands-on training related to specific disciplines required for obtaining contracts, and 4) utilizing the NIC to provide outreach and contract information.

In addition, the Transportation Marketplace Conferences are trade fairs conducted by DOT OSDBU in support of outreach efforts to provide contracting opportunity information at the federal, state and local level to small businesses. DOT frequently provides workshops on subject areas such as the Bonding Assistance Program, Short Term Lending Program (STLP) and the Disadvantaged Business Enterprise (DBE) Program.

FINANCIAL SERVICES

The Short Term Lending Program was developed to provide women-owned and other disadvantaged business enterprises short-term working capital at prime interest rates for transportation-related projects. STLP lines of credit give eligible firms financial flexibility, enabling borrowers to manage contracts more efficiently, to compete for more and larger contracts and, eventually, to obtain financing in the commercial marketplace.

Under the Bonding Assistance Program, certified women-owned (and other qualified disadvantaged small businesses) have an opportunity to obtain bid, payment and performance bonds for transportation related projects. BAP provides an 80% guarantee against losses on contracts up to \$1 million.

For more information on OSDBU's women-owned business initiatives, contact Nancy Strine at (800) 532-1169 X5343. You can view more information on all of OSDBU's programs at <http://osdbuweb.dot.gov/about/index.html>

Related Links:

Women Owned Business Resources

American Business Women's Association
<http://www.abwahq.org/>

Alliance of Business Women International
<http://www.abwi.org/>

National Association of Railway Business Women
<http://www.narbw.org/essence.html>

National Association of Women Business Owners
<http://www.nawbo.org/nawbonawbostart.nsf>

Office of Women's Business Ownership
<http://www.sba.gov/womeninbusiness>

President's Interagency Council on Women CPICW
<http://secretary.state.gov/www/picw/>

Contract Assistance for Women Business Owners (CAWBO)
<http://www.sba.gov/GC/indexprograms-cawbo.html>

SBA Online Women's Business Centers
<http://www.onlinewbc.gov>

SBA Women in Business Hotlist
<http://www.sba.gov/womeninbusiness/hotlist/>

National Women's Business Council
<http://www.nwbc.gov/>

National Women Business Owners Corporation
<http://www.nwboc.org/>

Women's Transportation Seminar
<http://www.wtsnational.org/>

Small Business Innovation Research – Inspiring Creativity, Stimulating Small Businesses

In an effort to expand the opportunity for small businesses to participate in bringing technological innovations to the forefront of federal research and development, Congress established the Small Business Innovation Research (SBIR) Program in 1982. That same year, the Secretary of Transportation selected the Volpe National Transportation Systems Center in Cambridge, Massachusetts, under the coordination of the Research and Special Programs Administration (RSPA), to direct the Department of Transportation's (DOT) SBIR program.

Chosen for its extensive background in innovative programs such as technology transfer, outreach projects involving a cross-section of the transportation community, cooperative R&D agreements, etc., the Volpe Center has supported the DOT SBIR in meeting, and often exceeding, the statutory requirements of the program. Through the annual solicitation issued by the DOT's SBIR program, small businesses throughout the United States are encouraged to submit their proposals offering innovative ideas and/or solutions for the transportation issues presented in the solicitation.

There are several operating administrations within DOT that participate in the DOT SBIR program, each developing research topics addressing their own priority transportation R&D initiatives. Annually the topics are then released as a solicitation for proposals by the Volpe Center. The 2002 SBIR solicitation was posted on the DOT Volpe Center SBIR website for viewing/downloading on February 19, 2002 at <http://www.volpe.dot.gov/sbir/current.html>.

Providing an opportunity for small businesses to enter a huge market base, the only requirement for U.S. small business to be considered for part-

icipation in the SBIR program is that they have 500 or fewer employees. Proposal submission does not require hand or special delivery; a proposal must simply be postmarked by the closing date in order to be accepted for consideration. A proposal may also be submitted electronically, but will still require some documentation to be signed and mailed in.



Creating a "Win Win" situation, the DOT SBIR program has provided small, disadvantaged, and minority businesses with the opportunity to gain credibility in the commercial sector, open

Information on the DOT SBIR program and the current solicitation is available on the US DOT SBIR web site: <http://www.volpe.dot.gov/index.html>. The 2002 solicitation is only available on the web site. For more information, please contact the US DOT SBIR Program Director at:

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opportunities to acquire additional working capital, and increase corporate visibility. DOT benefits from the program by gaining cutting edge ideas and solutions to meet the evolving challenges and requirements of the transportation industry.

Federal Aviation Administration (FAA) National Procurement Opportunities Conference and Trade Show

The Federal Aviation Administration (FAA) is hosting a national procurement conference and trade show at the Alexis Park Resort and Spa in Las Vegas, Nevada. The show, which will be held May 6, 7 and 8, is open to all types of businesses.



Personnel from all FAA regions, centers and headquarters will be in attendance to discuss procurement opportunities, provide one-on-one counseling, and view industry products and services. This event is designed to provide increased opportunities for all businesses, with emphasis on small businesses.

This will be an excellent opportunity to meet procurement and technical decision-makers at FAA and other government agencies.

For more information or to register, please visit <http://www.asballiance.org> or call Elizabeth Armstrong at (888) 795-8858.

SBA Raises Standards For Small Business Eligibility

The U.S. Small Business Administration (SBA) has increased most of its revenue-based size standards for small businesses by 15.8 percent. This was announced on January 23 and became effective February 22, 2002.

The increase is important for small businesses nationwide because many companies that lost their eligibility as small businesses will regain that status. It is estimated that at least 8,600 companies will once again be able to compete for restricted and set-aside contracts.

For small businesses located in the September 11 presidentially declared disaster areas of metropolitan New York City and Northern Virginia, the new regulations will apply retroactively to Sept. 11, 2001. This means that the SBA's Office of Disaster Assistance will once more review applications for disaster recovery loans in those areas and grant assistance to those companies that will now qualify as small businesses.

With some exceptions, the increase in standards accounts for inflation since 1994, the last time that the standards were increased. "This adjustment of SBA's size standards will restore small business status to many firms that became ineligible for SBA assistance strictly because of inflation," says SBA Administrator Hector V. Barreto. "I find it especially important that we are able to apply retroactively these updated size standards to firms applying for Economic Injury Disaster Loans due to the September 11 attacks."

For more information on the new small business standards, visit the SBA web site at <http://www.sba.gov/size/indexableofsize.html> or call the SBA Answer Desk at 1-800 U ASK SBA. You can view an SBA press release on this matter at <http://www.sba.gov/news/current02/02-07.html>

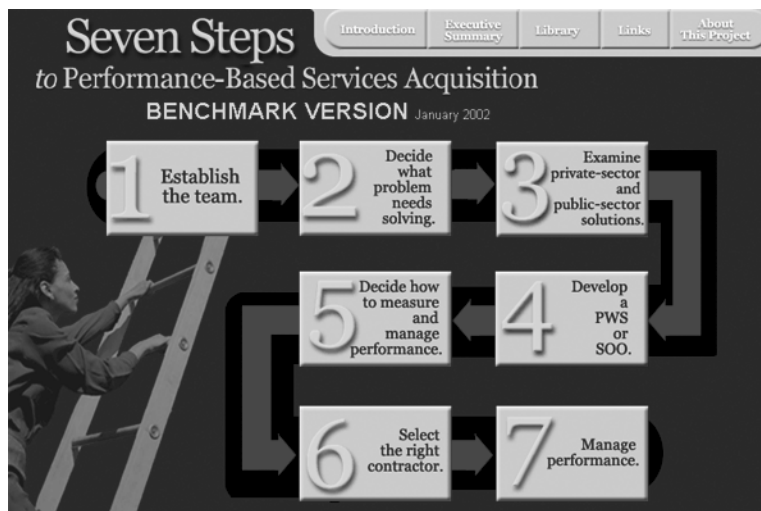
Performance Based Contracting: A New Tool to Help

As stated in the lead article of the October 2000 edition of the *Transportation Link*, located at <http://osdbuweb.dot.gov/translink/oct2000/index2.htm>, "There is a new trend in government buying: Performance-Based Service Contracting (PBSC). The U.S. Department of Transportation has made a firm commitment to make PBSC a ONE DOT priority. It is important for small, disadvantaged, and women-owned businesses to become familiar with this form of contracting if they want to do business with DOT."

A new web-enabled interagency guide entitled "Seven Steps to Performance-Based Services Acquisition" is now available at <http://oamweb.osec.doc.gov/pbsc/home.html>.

This guide, geared to the greater acquisition community (especially program offices) is an instruction manual for contracting officers and it allows

- Establish an integrated solutions team
- Describe the problem that needs solving
- Examine private-sector and public sector solutions
- Develop a performance work statement (PWS) or statement of objectives (SOO)
- Decide how to measure and manage performance
- Select the right contractor
- Manage performance



The site also features useful links to each agency's specific approach to PBSC. A

library page provides hyperlinks to regulations corresponding to the steps in the guide.

This guide breaks down PBSC into the following seven steps:

NHTSA Administrator Announces Multicultural Outreach Web Site

On February 12, 2002, Dr. Jeffrey Runge, Administrator of the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA), unveiled the agency's new multicultural outreach web site. The site makes customized traffic safety materials and information available to a myriad of potential users within the minority community. In his announcement Dr. Runge stated, "NHTSA is committed to working with diverse national and community groups to develop and market culturally specific programs and materials to raise awareness about the importance of traffic safety among all Americans."



The web site, which was designed by a diverse group of NHTSA staff, contains research reports, statistics, complete kits, brochures, posters and camera-ready artwork for community groups to download, reprint, and distribute to their constituencies.

Specialized sections are focused to provide information for Latino/Hispanic (in Spanish and English), Black/African American, Asian American/Pacific Islander, and Am-

erican Indian/Alaska Native populations.

For more information visit the NHTSA website at www.nhtsa.dot.gov/multicultural.

Focusing on Security – The New Transportation Security Administration (TSA)

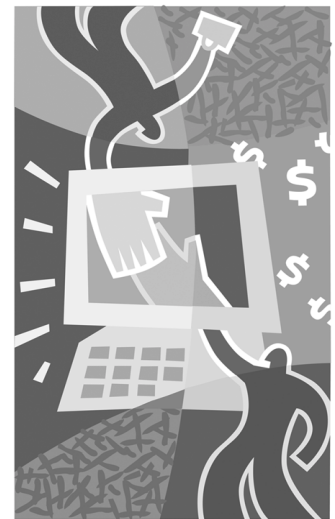
The Aviation and Transportation Security Act (P.L. 107-71), signed by the President on November 19, 2001, created the Transportation Security Administration (TSA) in the Department of Transportation. The law makes many fundamental changes in the way transportation security will be performed and managed in the United States. For the first time, aviation security will become a direct Federal responsibility. In addition, all transportation security activities will be managed by one agency. The Transportation Security Administration will be dedicated to the prevention of attacks by criminals or terrorists against any form of commercial transportation or infrastructure.

On Jan 28, 2002 the Senate confirmed President Bush's nomination of Mr. John Magaw as Under Secretary of Transportation for Security. The federal career of Mr. Magaw includes leadership of the Bureau of Alcohol, Tobacco and Firearms (ATF) and most recently a senior position at the Federal Emergency Management Agency (FEMA). Mr. Magaw will report directly to Secretary of Transportation Norman Y. Mineta.

A web site for TSA is being built at <http://www.tsa.gov>

AOL Users – DOT OSDBU E-mails

Having difficulty receiving emails from the DOT OSDBU News By E-mail Service? If so, AOL members should make sure your AOL Mail Controls are set to receive Internet e-mails. If you have Internet e-mail blocked, you will need to reset your AOL Mail Controls. Information obtained from AOL support indicates that you may approve all Internet e-mails or you can specify the particular address in your settings (OSDBUL@base tech.com) to allow e-mail receipt of the DOT OSDBU announcements, while preventing unsolicited messages from cluttering your inbox.



12th Annual OSDBU Procurement Conference in April

The 12th Annual OSDBU Procurement Conference will be held on Tuesday, April 23, 2002 at the Show Place Arena, in Upper Marlboro, Maryland. The purpose of the event is to provide networking and educational opportunities to all conference participants. The event sponsors hope to bring businesses, large corporations and government agencies together in one place.

In addition to networking opportunities on the Exhibit Floor, there will be four seminars, "One on One Counseling Sessions" with program managers and procurement representatives, and on-site procurement opportunities.

Large businesses with government contracts and federal government agencies are continually seeking small, minority, 8(a), SDB, service-disabled veteran-owned, veteran-owned, and women-owned businesses. The OSDBU Procurement Conference provides the opportunity for these entities to connect with quality vendors and subcontractors who can help them with their contracting needs and requirements.

For more information, and to register for the 12th Annual OSDBU Procurement Conference, visit <http://www.treas.gov/sba/osdbu>

CALENDAR OF EVENTS FOR March/April/May 2002

DATE	EVENT	CONTACT
April 7-9	National Indian Business Association Conference and Trade Show Miami, Florida	Linda Stove (202) 547-0580 NIBA1@msn.com http://www.nibanetwork.org/events/conference.htm
April 23	12th Annual OSDBU Procurement Conference at Showplace Arena Upper Marlboro, Maryland	Bob Jeffers (800) 878-2940 ext. 226 bj1@fbcdc.com http://www.treas.gov/sba/osdbu
April 29-2	Reservation Economic Summit and American Indian Trade Show New Orleans	Shirley Dichirico (480) 545-1298 ext. 228 ncaiedbigd@aol.com http://www.ncaied.org
April 29-2	12th Annual Meeting and Exposition of ITS America Long Beach, California	http://www.itsa.org/annualmeeting.html
May 6-8	Federal Aviation Administration National West Coast Procurement Opportunities Conference and Trade Show Las Vegas	Elizabeth Armstrong (888) 795-8858 http://www.asballiance.org
May 8-10	35th Annual Industry and Small Business Administration Procurement Conference Washington, DC	1-301-468-6008, ext. 424 http://216.26.160.105/conf/sba

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